



Bancassurance Technology Market in Europe 2015-2019

Research Report on “Bancassurance Technology Market in Europe 2015-2019”.

About Bancassurance Technology Market in Europe

Bancassurance refers to a distribution channel for insurance products. It is a means for insurance companies to sell their products through banks, which allows the former to cater to a wide customer base. The bancassurance model is very common in many countries across Europe, including France,

Spain, and Portugal. There are also several new entrants in the market, intensifying the competition, and encouraging insurance companies to innovate and customize products based on client requirement.

With the advent of technology boom worldwide, banks and insurance firms across Europe have increasingly become dependent on computers, Internet and other technology mediums to run their business and drive revenue growth. The technology trend in the banking and insurance sectors will only intensify in the future, leading to a rise in popularity of bancassurance in Europe.

Technavio's analysts forecast the bancassurance technology market in Europe to grow at a CAGR of 3.94 percent during 2014-2019.

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Covered in this Report

In this report, Technavio presents an overview of the bancassurance technology market in Europe. We also include the PEST analysis of the insurance market in Europe and the adoption of third platform technologies, such as cloud, big data and others, by banks and insurance firms.

The Technavio report, namely Bancassurance Technology Market in Europe 2015-2019, is based on an in-depth market analysis, with inputs from industry experts. The report covers the market landscape in Europe and its growth prospects in the coming years. It also includes information about the key vendors operating in the market.

Key Vendors

- Agile Financial Technologies
- BSB
- E&Y
- HP

Other Prominent Vendors

- BPC Group
- FICO
- Accenture
- Amazon Web Service
- Netapp

Market Driver : Streamlining of Transaction Process

Market Challenge : Data Security and Data Privacy Risk

Market Trend : Increased Focus on SaaS Solutions

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